

Senate File 291 - Introduced

SENATE FILE _____
BY COMMITTEE ON LOCAL GOVERNMENT
(SUCCESSOR TO SSB 1245)

Passed Senate, Date _____ Passed House, Date _____
Vote: Ayes _____ Nays _____ Vote: Ayes _____ Nays _____
Approved _____

A BILL FOR

1 An Act providing for the recognition and promotion of certified
2 retirement communities.
3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:
4 TLSB 2197SV 83
5 tw/rj/8

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1 1 Section 1. NEW SECTION. 231.24 CERTIFIED RETIREMENT
1 2 COMMUNITIES.
1 3 1. PROGRAM PURPOSE.
1 4 a. The department shall establish a certified retirement
1 5 communities program to recognize communities in the state that
1 6 have made themselves attractive destinations for retirees.
1 7 b. The purposes of the program shall be to encourage
1 8 retirees to make their home in Iowa, to help communities
1 9 promote and market themselves as retirement destinations for
1 10 retirees, to assist the economic development of rural
1 11 communities by encouraging retirees to live, work, and
1 12 volunteer there, and to encourage tourism in Iowa by enhancing
1 13 the marketing of the state to retirees everywhere.
1 14 2. PROGRAM FUND.
1 15 a. A certified retirement communities fund is created in
1 16 the general fund of the state under the control of the
1 17 department consisting of fees collected from applicants to the
1 18 certified retirement communities program.
1 19 b. Moneys in the fund are appropriated to the department
1 20 for purposes of administering the certified retirement
1 21 communities program.
1 22 c. Moneys in the fund are not subject to section 8.33.
1 23 Notwithstanding section 12C.7, interest or earnings on moneys
1 24 in the fund shall be credited to the fund.
1 25 3. ELIGIBILITY. A community in the state is eligible to
1 26 be named a certified retirement community. For purposes of
1 27 this section, "community" includes but is not limited to a
1 28 city, county, region, neighborhood, or district. For purposes
1 29 of this section, a community can, but need not, be coterminous
1 30 with a political subdivision of the state or with a particular
1 31 geographic boundary. In an application for recognition as a
1 32 certified retirement community, the applicant shall clearly
1 33 articulate how the applicant defines community for purposes of
1 34 seeking certification.
1 35 4. APPLICATIONS. Each community seeking certification
2 1 shall meet the following requirements:
2 2 a. The community shall submit an application to the
2 3 department containing basic demographic and statistical
2 4 information including crime statistics, tax-related
2 5 information, recreational opportunities, housing prices and
2 6 availability, health care and emergency medical service
2 7 availability, and other factors deemed relevant by the
2 8 department.
2 9 b. The community shall demonstrate the support and active
2 10 involvement of the local governing body, churches, clubs,
2 11 businesses, media outlets, or other entities with an interest
2 12 in the future of the community.
2 13 c. The community shall submit with the application a plan
2 14 describing the community's long-term care facility and service
2 15 capabilities and the community's strategy for marketing the
2 16 community to retirees. The plan shall include a target

2 17 market, a list of competing communities, an analysis of the
2 18 community's strengths, weaknesses, opportunities, and dangers,
2 19 and the steps the community will employ to achieve the goals
2 20 of the plan.

2 21 d. The department may determine and collect a reasonable
2 22 application fee for the program.

2 23 5. APPLICATION REVIEW.

2 24 a. The department shall accept and review applications for
2 25 certification and determine which communities qualify for
2 26 certification.

2 27 b. In determining which communities qualify, the
2 28 department shall develop a set of criteria for evaluating and
2 29 scoring the applicants and comparing each applicant against
2 30 the other applicants. The criteria developed by the
2 31 department shall include all of the following:

2 32 (1) The competitiveness of the tax burden on residents in
2 33 the community.

2 34 (2) Housing availability and cost.

2 35 (3) Climatic factors.

3 1 (4) Personal and community safety.

3 2 (5) Work, volunteer, and community service opportunities.

3 3 (6) Health care and emergency medical services available
3 4 to residents of the community.

3 5 (7) Public transportation and transportation
3 6 infrastructure.

3 7 (8) Educational quality and opportunities.

3 8 (9) Recreational and leisure opportunities.

3 9 (10) The availability of cultural and performing arts,
3 10 sporting events, festivals, and other activities.

3 11 (11) The availability of services and facilities necessary
3 12 to assist retirees as they age.

3 13 6. RECOGNITION AND ASSISTANCE. If the department
3 14 determines that a community qualifies for certification, the
3 15 department shall issue to the community a certificate
3 16 recognizing the status of the community as an attractive
3 17 destination for retirees.

3 18 7. EXPIRATION AND RECERTIFICATION.

3 19 a. A community's certification expires on the fifth
3 20 anniversary of the date of initial certification.

3 21 b. To be recertified, a community must submit a new
3 22 application as described in subsection 4 and include a report
3 23 on the success or failure of the community's past efforts to
3 24 market itself to retirees.

3 25 8. RULES. The department shall adopt rules for the
3 26 administration of this section.

3 27 EXPLANATION

3 28 This bill establishes a certified retirement communities
3 29 program within the department of elder affairs for the
3 30 recognition and promotion of communities in Iowa that have
3 31 made themselves attractive destinations for retirees.

3 32 The purpose of the program is to encourage retirees to make
3 33 their home in Iowa, to help communities promote and market
3 34 themselves as retirement destinations for retirees, to assist
3 35 the economic development of rural communities by encouraging
4 1 retirees to live, work, and volunteer there, and to encourage
4 2 tourism in Iowa by enhancing the marketing of the state to
4 3 retirees everywhere.

4 4 The bill creates a fund consisting of reasonable fees paid
4 5 by applicants to the program. Moneys in the fund may be used
4 6 by the department for purposes of administering the program.
4 7 Moneys in the fund do not revert to the general fund and
4 8 interest or earnings on moneys in the fund are credited to the
4 9 fund.

4 10 Any community in the state is eligible to be named a
4 11 certified retirement community. For purposes of the program,
4 12 "community" includes but is not limited to a city, county,
4 13 region, neighborhood, or district. A community can, but need
4 14 not, be coterminous with a political subdivision of the state
4 15 or with a particular geographic boundary. Each community
4 16 applying to the program must clearly articulate how it defines
4 17 community for purposes of seeking certification.

4 18 Each community seeking certification must submit an
4 19 application to the department. The application must include
4 20 the following: (1) certain basic demographic and statistical
4 21 information; (2) information demonstrating the support and
4 22 active involvement of certain entities with an interest in the
4 23 future of the community; (3) a plan describing the community's
4 24 long-term care facility and service capabilities and the
4 25 community's strategy for marketing the community to retirees;
4 26 and (4) a reasonable application fee determined by the
4 27 department.

4 28 The department must accept and review applications for
4 29 certification and determine which communities qualify for
4 30 certification according to a list of certain criteria.

4 31 If the department determines that a community qualifies for
4 32 certification, the department must issue a certificate of
4 33 recognition to the community.

4 34 A certification expires after five years, but the community
4 35 may reapply by submitting another application.

5 1 The department is required to adopt rules for the
5 2 administration of the program.

5 3 LSB 2197SV 83

5 4 tw/rj/8